

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE INC.

Ad/ID No. 2061-R1-B4 - Job No. MS0450 - "Provocative" - Page - 4/C - Blend - (10 1/4" x 12 1/4") - Vibe - 1997

(B)

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If we borrow something of yours, it's ours.

VIRGINIA SLIMS
It's a woman
thing.

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8 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.



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